

Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: **Tucson Visiting Artist Consortium**

Project Dir.: Jeanne Jerousek-McAninch

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Website: www.arts.arizona.edu/tvac

Application Number: 251-05

Category: **VISUAL ARTS**

Project Title: Artists and Scholars Speaking in Arizona II

Discipline: 05

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Activity Type: 29

Legislative Dist: 027

Congressional Dist: 007

Address: 218 W. Knox Drive, Tucson, AZ 85705

County: Pima

Authorizing Official: Carol Flax

Applied Last Year: **Yes**

REQUEST

Total ACA Grant Requested: \$2,400

Grant Amount Recommended: \$2,125

Previous Years Funded: ☒ FY2004

☒ FY2003

☒ FY2002

Rank: **H**

Other applications from this organization:

Supplemental Materials: ☒ Slides ☒ CDs/Tapes ☐ Season Brochure ☒ Other: web page printouts
☐ Photos ☐ Video ☐ News Clippings

Panel Comments:

Tucson Visiting Artist Consortium, 251-05, Artists and Scholars Speaking in Arizona II

Strengths:

Is instrumental in presenting a wide range of artists to the community. - j

Sometimes allows for funding to go to outside groups - schools etc.. who are not partners. - f

Great that all the money goes to artists. - j

The collaboration of all these organizations together is wonderful. - j

Diversity of organizations is also great. - j

A nice model for other communities to look at. - j

Don't really see any weaknesses because their process is very open. - j

Tucson Visiting Artists Consortium

Contact: Jeanne Jerousek-McAninch (520) 393-8828

Title: Artists and Scholars Speaking in Arizona II (ASSA II)

Project Grant Application Narrative

Start date: July 1, 2004

End date: June 30, 2005

Summary: Tucson Visiting Artists Consortium, a dynamic group of arts agencies dedicated to serving the shared interest of the community, sponsors acclaimed international, national, and regional artists and art scholars from diverse backgrounds to present accessible lectures, workshops, and symposia for the Tucson community and its visitors.

Project Narrative

I. Artistic quality and creativity of the organization: *Artists and Scholars Speaking in Arizona II (ASSA II)* continues TVAC's twenty eight-year tradition of cooperating cultural organizations and educational institutions committed to bringing acclaimed arts professionals to the Tucson community in order to present free public lectures, modest-cost workshops and symposia. ACA funding will support TVAC's ability to attract diverse audiences by presenting artists and arts specialists working in a variety of media with different perspectives, philosophies, genders, ages and ethnicities. **ASSA II** has been designed to exemplify and expand TVAC's mission: *All members of society are entitled to think about, view, and engage with art, artists and art scholars as active participants in an energetic and informed community-based cultural arena.*

The 2004-05 season, TVAC's eleven board institutional members will again collaboratively select and sponsor a range of visual arts professionals who will each give a lecture, workshop or symposium. The artistic goals of TVAC are to expose the public to a wide array of artistic practices, concepts, and techniques. To that end, the rationale for selecting the listed roster is based on the following guidelines: the presenter's stature in the field, quality of work submitted, recommendations by prior audience surveys, and the opportunity to provide unique offerings to the citizens of and visitors to Arizona.

Guest Artist	Sponsoring Organization	Date	Field	Fee
Brad Kahlhamer	MOCA	Fall '04	painting	\$1000
Jo Ann Callis	CCP	Sept '04	photography	\$1000
Trish McAleer	ADC	Sept '04	metal	\$ 150
Garo Antresian	UAMA	Sept '04	printmaking	\$ 750
Micki Lippe	Obsidian Gallery	Oct '04	metal design	\$ 250
Joy Fox McGrew	SACA	Oct '04	clay	\$ 150
Joseph Rodriguez	PCC	Oct '04	photo-computer	\$ 600
Su Butler	ADC	Nov '04	fiber	\$ 100
Rebecca Cummins	ADC	Nov '04	photography	\$ 250
Joshua Rose	PCC	Nov '04	painting/digital	\$ 400
Anne L. Hollerbach	ADC	Jan '05	metal	\$ 150
Dr. J. Mark Sublette	UAMA	Feb '05	scholar	\$ 250
Richard Mawdsley	ADC	Feb '05	metal	\$ 100
Andy Cooperman	Obsidian Gallery	Mar '05	sculpture	\$ 250
Domitila Dominguez	Dinnerware Gallery	Mar '05	painting	\$ 500
Carol Gouthro	SACA	Mar '05	ceramics	\$ 200
Antonio Ramirez	Dinnerware Gallery	Mar '05	painting	\$ 500
Mary Ann Scherr	ADC	Mar '05	jewelry	\$ 250
Pancho Gonzales	SACA	Apr '05	raku clay	\$ 150

Title: Artists and Scholars Speaking in Arizona (ASSA)

The board members meet monthly to present their constituents stated interest to the group as a template to determine which speakers would provide the best educational programming, to review current and past offerings, and to refine long range goal setting. The significance and appropriateness of **ASSA II** is that as we continue our longstanding tradition of bringing many high quality and diverse speakers to the Tucson community we contribute to the field as a whole. TVAC evaluates programming through audience surveys and responses to each event. The various sponsors interact with the audience and this is the information brought to the TVAC board for discussion and assessment.

II. Ability of the project to serve the needs of the community:

TVAC serves the greater Tucson community, which includes a significant portion of Pima County, including large Hispanic and Asian populations, the Pasqua Yaqui and Tohono O'odham Nations. Additionally a notable international community exists due primarily to the University of Arizona and Pima Community College. Tourism also affects the demographics of the community served including a broad-based senior citizen population. Tucson is a rapidly growing community that includes visual artists, working in all media and a lively audience of art enthusiasts. We are currently working with 23 schools and servicing 500 elementary through university level students. Since our current season will not be complete until fiscal year end, our projected annual visitor total is approximately 1,925, with an anticipated breakdown of:

Male	751		
Female	1,174		
African Americans			
Artists			
Asians			
Hispanic/Latino			
Native American			
Physically Challenged			
Senior Citizens			
Teens and Children			
Tourists			

Due to a successful membership drive, TVAC membership has had an 6% increase over the previous year. With this increased membership, we anticipate that we will reach or exceed the current figures in the forthcoming season by another 6%.

ACA funding will allow TVAC to continue to bring the finest visiting speakers in the arts to Southern Arizona. In addition, funding will allow us to secure a graduate-level intern dedicated to marketing the programs to new audiences and developing a comprehensive assessment rubric. **ASSA II** will provide opportunities for the community to interact with: artists whose work is on view in local museums, art historians, internationally- recognized regional artists and master craft educators.

TVAC's monthly review of audience surveys and board institutions' responses provide the foundation to ethically evaluate the project's level of success. TVAC continually strives to increase its audience through direct mail, public service announcements, press releases and word of mouth and our current increase in member support is proof that the process is working smoothly and efficiently.

Title: Artists and Scholars Speaking in Arizona (ASSA II)

Currently, the TVAC mailing list, in conjunction with the board's individual mailing lists, reaches well over 5,000 people. TVAC's comprehensive marketing, outreach and promotional plans bring awareness of TVAC-sponsored events. These include contacts with the press, listservs, the Internet, granting agencies (such as T/PAC and ACA, each of which has its own informational outreach resources), and other arts organizations within Pima County, around the State and beyond. Although TVAC has a successful PR strategy, securing an intern dedicated to increasing marketing coverage will have a powerful impact on audience statistics.

III. Managerial/Administrative ability of the applicant organization to carry out arts Program and administer funds granted:

Carol Flax, board president and administrator of this project, oversees all grant preparation and has had many years of experience as an artist and board member of numerous non-profit organizations including the Los Angeles Center for Photographic Studies and the Society for Photographic Education. (see attached resume). Additionally, the vice president is responsible for maintaining the mail list and assisting with grant preparation. The secretary maintains the meeting records and the treasurer tracks the financial accounts and statistics.

Measures of success include a higher attendance, positive feedback, lively dialog and community input for future speakers, increased constituencies and memberships in the organization. Additionally audience response forms allow TVAC to track participation levels, evaluations and recommendations.

IV. History of the Organization in presenting, producing or serving the arts:

Tucson Visiting Artists Consortium is a non-profit organization, established in 1976, composed of representatives from Tucson's arts organizations and institutions along with individual artists who sponsor fifteen to twenty-five annual events given by visiting arts professionals.

The clearly articulated purpose that has sustained the long history of TVAC is expressed in the mission:

All members of society are entitled to think about, view, and engage with art, artists and art scholars as active participants in an energetic and informed community-based cultural arena.

By its nature and stated long-range goals, TVAC continues to provide an evolving forum for dialogue with contemporary visual artists. TVAC speakers have included Helen Frankenthaler, Dale Chihuly, Nancy Graves, Dennis Oppenheim, Audrey Flack, Hachivi Edgar Heap of Birds, Jane Hammond, Raphael Rubinstein, and George Segal. Artists from the Southwest such as Louis Bernal, Bailey Doogan, Leslie Marmon Silko, Luis Jimenez, and Jim Waid have also been presented by TVAC.

The TVAC Board of Directors consists of representatives from the following organizational members: Arizona Designer Craftsmen, Center for Creative Photography, Dinnerware Cooperative Gallery, Museum of Contemporary Art, Pima Community College, Obsidian Gallery, Southern Arizona Clay Artists, University of Arizona Museum of Art, and University of Arizona School of Art. With the exception of some workshops, all events are free and open to the public. ASSA II personifies what TVAC has learned over the years; it will bring arts specialists from all over the country to Tucson; it will showcase Arizona artists with international reputations; it will provide multiple opportunities for the public to access experts from virtually every art discipline; and it will be the connecting link between Southern Arizona's diverse community members and the distinguished institutions of the region.

